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Celebrate College Savings Day at the Milwaukee Co. Zoo

College Savings Plan Advocates will use "529 Day" to combat misinformation about the program

Milwaukee – Saturday, 5/29/2010 is College Savings Day across the United States and you can celebrate **5-29 Day** at the Milwaukee County Zoo with discounted prices for children.

Administrators of Wisconsin's "529 College Savings Plan", known as "EdVest" will be at the Zoo to talk with parents and kids about the importance of saving early for future education.

"Like most Americans, I struggled to pay for my college education," Treasurer Dawn Marie Sass said. "The cost of going to college can be a huge strain on families, but starting an EdVest account when the kids are young can take a lot of that strain away."

The first 529 children ages 3 to 12 can get into the Milwaukee County Zoo for just \$5.29 on Saturday. Stop by the EdVest booth for more information about investing in your child's future and win some fun prizes. Parents will also learn about the Top 10 Myths of College Savings Plans such as "A 529 plan can only be used at schools in my home state" and "If my child doesn't go to college, I will lose my money"

"There is a lot of misinformation about 529 plans," Treasurer Sass said. "I hope we can reach some parents Saturday and get them to invest, even if it's just a little bit a month."

For more information on Edvest, visit www.edvest.com and www.savingforcollege.com

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